

Europe Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by Seat Type (Single seat, Split seat) by Material Type (Leather Seat, Synthetic Seat, Vinyl Seat, Others) by Sales Channel (OEM, Aftermarket) and Country Forecasts 2022-2032

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Abstracts

Europe Motorcycle Seat Market is valued approximately at USD 8.38 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 6.80% over the forecast period 2024-2032. Motorcycle seats are an integral part of the vehicle. These are designed to keep the motorbike rider comfortable. The seats are made of a unique fabric that can absorb heat and shocks from the road. The motorcyclist thereby has a more comfortable and seamless experience. Baseplate, foam, and cover are the three primary components that make up a motorcycle seat. Motorcycle riders prioritize safety above all else and a seat is a critical component of that safety. Head injuries can arise from either direct contact with any object or from high acceleration during an accident or crash. Motorcycle seats are essential for protecting riders in the event of an accident. Integration of advanced materials such as memory foam and gel for improved comfort. Heated seats are becoming more popular, especially in regions with colder climates. Moreover, development of smart seats with sensors to monitor and adjust the seating position for optimal comfort and health, further provide growth opportunity for the Europe Motorcycle Seat Market.

The growing popularity of touring and adventure motorcycles is a one of the significant driver that drive demand for the Europe Motorcycle Seat Market. For instance, in February 2022, Zero launched the electric adventure motorcycle, DSR Black Forest, in Europe. As more riders embrace long-distance travel and off-road exploration, the need

for comfortable, durable, and ergonomically designed seats becomes paramount. Touring and adventure motorcycles are often ridden for extended periods, requiring seats that can provide adequate support and reduce fatigue over long journeys. Additionally, these segments typically accommodate riders with varying body sizes and riding positions, necessitating seats that offer adjustability and customization options. Manufacturers are responding to this demand by developing specialized seat designs with features such as enhanced padding, lumbar support, and anti-slip materials to improve rider comfort and stability, particularly on rough terrain. As touring and adventure motorcycles continue to gain popularity among riders seeking adventure and exploration, the demand for high-quality seating solutions is expected to remain robust, driving growth in the motorcycle seat market. However, Stringent Regulations and Standards can stifle market growth between 2022 and 2032.

The key countries considered for the Europe Motorcycle Seat market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Italy was the largest market in terms of revenue. Italy has a rich motorcycle culture, with a long history of iconic brands like Ducati, Aprilia, and Moto Guzzi. This cultural affinity for motorcycles drives a steady demand for high-quality and customized motorcycle seats. The growing interest in vintage and classic motorcycles among Italian riders leads to increased demand for custom and retro-style seats, which often require specialized craftsmanship and materials. Italian consumers have a strong appreciation for design and innovation. Manufacturers that offer ergonomically advanced and aesthetically pleasing seats with features like memory foam and gel inserts can capture a significant market share. The market in UK is expected to grow at the fastest rate over the forecast period.

Major market player included in this report are:

Granucci Seats

Krafftfahrzeuge Trunkenpolz Mattighofen

Alex Leather Craft

Bayerische Motoren Werke AG

Berry Sellerie

British Customs

Burton Bike Bits Ltd.

CORE motorcycle Ltd.

Zodiac International B.V.

Company 10

The detailed segments and sub-segment of the market are explained below:

By Motorcycle Type

Standard

Sports

Cruiser

Adventure

By Seat Type

Single seat

Split seat

By Material Type

Leather Seat

Synthetic Seat

Vinyl Seat

Others

By Sales Channel

OEM

Aftermarket

?

By Region:

Europe

UK

Germany

France

Spain

Italy

ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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